

2024

Annual Report



AiARThritis
INTERNATIONAL FOUNDATION FOR AUTOIMMUNE
& AUTOINFLAMMATORY ARTHRITIS

We don't represent the patient voice, we are the patient voice."

Letter from the CEO

Dear Friends and Supporters,

I am filled with gratitude and pride for the impact we created together in 2024. It reaffirmed why our work matters and why a patient-led organization like AiArthritis is uniquely positioned to drive meaningful change.

Your support and belief in our mission fueled every milestone. We strengthened our foundation with 25% team growth and welcomed new board leaders who, with you, will help guide our next chapter. Through AiArthritis Voices, we made 5,000+ touch points with patients and caregivers, offering resources and opportunities to “pull up a seat at the virtual table” and impact change. Our AiArthritis Voices 360 Talk Show, expanding Patient Journey tools, and global awareness campaigns helped make education more accessible and empowered patients across the globe.

Our advocacy efforts also expanded through joining 18 coalitions and signing or authoring over 130 letters to legislators on topics such as the Safe Step Act and PDAB implementation. We elevated patient perspectives in critical conversations on treatment access, affordability, precision medicine, and insurance reform. Many in our community stepped forward as volunteers, grant reviewers, and advisory panel members – ensuring patient experience guided key decisions.

Looking ahead to 2025, we will launch the AiArthritis Research Database, kick off our College Awareness Tour, increase educational offerings, and continue advocating for patient-centered reform. With your continued support, we will build on this momentum and ensure every person affected by AiArthritis diseases has access to the tools, knowledge, and community they need.

Thank you for standing with us. Together, we are redefining patient leadership and creating a future grounded in compassion, empowerment, and meaningful progress.

With gratitude,



Tiffany Westrich-Robertson



Chief Executive Officer
International Foundation for Autoimmune & Autoinflammatory Arthritis
(AiArthritis)
Person living with non-radiographic Axial Spondyloarthritis

Organizational Growth

In 2024, AiArthritis welcomed Ray Patnaude, Brian DuVal, Mark Hobraczk, and returning colleague Anika Rahman. Together with 40+ global volunteers, the team strengthened its ability to deliver patient-infused solutions across education, advocacy, and research. Our board also grew with the addition of Ami Patel and Julie Baak, expanding our expertise in business development, research, clinical education, and advocacy.

Community engagement through AiArthritis Voices reached new heights, with more than 5,000 contact touchpoints. We also facilitated participation in 34 webinars and conferences, expanding awareness of research and policy opportunities. Engagement across 35+ online groups strengthened global connections and increased patient involvement in education, research, and advocacy. These metrics demonstrate deeper community involvement and reinforce the importance of peer-led participation in shaping programs and priorities.



Digital visibility increased significantly across platforms. Social media reached 398,206 people and grew to 25,824 followers, with 1,246 new followers added in 2024. Our content generated 137,470 impressions, with strong engagement across Instagram, Facebook, TikTok, Twitter/X, and LinkedIn. Our YouTube content continued to flourish, generating 5,296 views, 112,719 impressions, 270+ hours of watch time, and 58 new subscribers, led by top-performing videos such as the ACR 2021 Debrief and our DEIA-focused AiArthritis Voices 360 episode.

These metrics reflect continuous growth in organizational impact, supported by behind-the-scenes work from core team members including Tiffany Westrich-Robertson, Leila P.L. Valete, Kelly Conway, Eileen Davidson, Michael Guadalupe, Deeanne Quist, Julie Lopez, Ryan Reeves, and Christina Davis. Together, they helped amplify AiArthritis' presence across digital platforms, expand patient engagement, and strengthen the visibility of our programs and mission across the globe.

Looking Ahead to 2025

Our 2024 accomplishments reflect a stronger, more connected organization equipped to scale its mission. With an expanded team and board, growing global partnerships, and rising digital engagement, AiArthritis is poised to deepen its impact in 2025.

The year ahead will focus on expanding outreach, strengthening infrastructure for resource development, and enhancing patient involvement across every mission area – advancing our commitment to patient-led innovation and global education.

Education & Awareness

Education and awareness efforts increased exponentially in 2024, beginning with the full redesign of the Patient Journey website. This website now supports individuals through every phase – from undiagnosed “mystery patient” to remission. With more than 50 new downloadable tools launched since August and 70+ blog posts published this year, the site has become a comprehensive patient-led resource hub.

Our educational programming expanded significantly, producing over 1,000 hours of content across the AiArthritis Voices 360 Talk Show and our blog. On average, we generated 25+ new patient-designed resources each month, reinforcing our commitment to providing relatable, accessible, and evidence-informed guidance tailored to people living with AiArthritis diseases.

In 2024, the Talk Show generated 2,155 downloads, engaged 1,278 listeners, and welcomed new followers. Through interviews, peer discussions, and 360its exchanges, the Talk Show made complex topics accessible and actionable, supporting priorities such as policy awareness, mental health, and patient-provider communication while deepening community connection to our mission.

Top Shows of 2024

- Reproductive Health & AiArthritis Diseases
- Rheumy Rounds Rewind: Improving Doctor-Patient Communication
- Medicare Drug Price Negotiation & Patient Access
- Mental Health with AiArthritis
- Volunteering with AiArthritis

Awareness efforts were equally robust. World AUTOimmune & AUTOinflammatory Arthritis Day (#AiArthritisDay) connected with audiences in 60+ countries, engaged 54 partners, and sparked 100+ social posts worldwide. Across the year, 15 awareness campaigns elevated key issues such as early diagnosis, stigma reduction, and disease visibility, contributing to a 12% increase in social media engagement.

World AUTOimmune & AUTOinflammatory Arthritis Day 2024 Race Cars



Looking Ahead to 2025

As we move into 2025, we will expand our culturally competent programming and continue building a library of tools, blogs, and content. We'll also launch the College Awareness Tour, which will address diagnosis barriers and improve early detection of AiArthritis diseases among young adults.

Our focus remains on improving early diagnosis, empowering patients, and reaching communities who have traditionally been overlooked or underserved.

Advocacy

Advocacy efforts accelerated in 2024, with AiArthritis participating in 18 policy-related coalitions and contributing to 112 signed letters and 26 authored letters addressing issues ranging from biosimilars access to step therapy reform. The organization remained a leader in advancing precision medicine and biomarker policy, including work alongside the Personalized Medicine Coalition and ASC-CAN to elevate patient perspectives at national tables.

AiArthritis also became the leader of a new, national, disease-agnostic coalition called Ensuring Access through Collaborative Health (EACH) and the coordinating and first-of-its-kind Patient Inclusion Council (PIC).

The Knowledge = Empowerment Classroom delivered 24 patient-designed video modules covering critical topics such as prior authorization, white bagging, drug affordability reviews, and 340B concerns. Meanwhile, the AiAdvocates program expanded state-level advocacy by supporting grassroots efforts, bill tracking, and testimony preparation, helping more patients become directly involved in policy work.

With a focus on affordability, access, and continuity of care, AiArthritis continued its advocacy across utilization management reforms, PBM transparency, copay accumulator protections, and biosimilars adoption – ensuring treatment decisions remain rooted in patient-clinician partnership.



**BIOSIMILARS:
WHAT PATIENTS SHOULD KNOW**

February 28, 2024 // 1:00- 2:00 pm EST

THIS WEBINAR WILL EXAMINE:

- What are BIOSIMILARS? How can they help patients?
- What concerns do patients have about switching?
- What experiences have patients had with them - positive and negative?
- PLUS: Ask our patient experts and a rheumatologist YOUR Questions!

Register at: bit.ly/AiArthritisBioSimilarEd




TIFFANY WESTRICH-ROBERTSON
ASMA Spondyloarthritis Patient


DR. VIBEKE STRAND
RHEUMATOLOGIST


CARRIE BEACH, RN-BC
RHEUMATOLOGY NURSE


RAY PATNAUDE
PSORIATIC ARTHRITIS PATIENT

 **AiARTHRITIS**
INTERNATIONAL FOUNDATION FOR AUTOIMMUNE
& AUTOINFLAMMATORY ARTHRITIS

Looking Ahead to 2025

2024 demonstrated the growing influence of patient-led advocacy within complex healthcare systems.

In 2025, we will expand our policy coalitions, deepen our precision medicine advocacy, and push for reforms that protect access, affordability, and individualized care.

Our goal remains clear: ensure patients – not systems – guide the future of healthcare.

Research

Research leadership remained a central pillar of AiArthritis' mission in 2024. The organization contributed meaningfully to major coalitions – including HTAi, PFMD, ISPOR, ICER, and OMERACT – bringing patient experience into conversations about health technology assessments, value frameworks, research design, and precision medicine. Serving as one of only three patient representatives in an HTAi policy roundtable highlighted the trust placed in AiArthritis' expertise.

Our "Go With Us!" to Conferences research programming brought accessible, peer-friendly scientific content to the community. Video recaps from ACR generated 281 views, while EULAR videos received 533 views, helping patients stay informed about emerging treatments, biomarkers, and clinical trends. These sessions continue to demystify complex research and make cutting-edge science more understandable.



A major milestone was preparing for the launch of the AiArthritis Research Database in partnership with FORWARD. This initiative will collect real-world data on symptoms, comorbidities, and therapy responses to support early diagnosis, subgroup identification, and precision-medicine research. By capturing patient experience in a more detailed and representative way, the database will strengthen both scientific inquiry and policy decision-making.

Patient involvement in research also expanded, with more individuals connected to opportunities as Patient Research Partners, grant reviewers, and advisory contributors. These matches ensure that diverse patient perspectives – including those who are undiagnosed, newly diagnosed, or managing complex comorbidities – are incorporated into studies, trial design, and research priority-setting.

Looking Ahead to 2025

In 2025, we will officially launch the AiArthritis Research Database, expand early-disease tracking initiatives, strengthen precision medicine efforts, and deepen our Go With Us! programming.

Our goal is to ensure research reflects real-world patients, supports individualized care, and accelerates diagnosis for those most often overlooked.

Financials

In 2024, thanks to the generosity of our supporters, AiArthritis increased our annual revenue by 40%. This has enabled us to expand our programs and resource creation, start to build a research database, and increased staff to accommodate our growth.

Revenue

| | |
|---------------------------------|------------------|
| Public Contributions & Projects | \$833,962 |
| Program Revenue | \$1,167 |
| Total Cash Revenue | \$835,129 |
| Volunteer Contributions* | \$28,000 |
| Total 2024 Revenue | \$835,129 |

Expenses

| | |
|---|------------------|
| Project/Mission | \$309,813 |
| Operations including Project Management and Staff Participation in Projects | \$300,342 |
| Total Expenses | \$610,155 |

| | |
|----------------------|------------------|
| Net Remaining | \$224,974 |
|----------------------|------------------|

*The International Foundation for *Autoimmune & Autoinflammatory* Arthritis relies heavily on donated hours to achieve our mission and provide our program services. In 2024, we had over 40 volunteers offering over 875 hours of volunteer-contributed services. Based on the Independent Sector's State Values of Volunteer Time Missouri 2024 rate of \$32 per hour we raised an additional \$28,000 in financial support. **Our staff bills our time to projects with funding. This helps keep our overhead low.

Thank you to our Impact Committee supporters:

